

HOW IT WORKS

STUDENT-DRIVEN CAREER EXPLORATION

Career simulation activities & video interviews with industry experts are proven to engage students more than any others.

Students make meaningful connections between academic planning, post-secondary opportunities, & long-term personal and professional goals.

Our **Personality Assessment & Score Your Fit** compatibility rating tools drive student career exposure & platform navigation.

We connect districts and local businesses to provide students with **Work-Based Learning** opportunities.

- Video content with an 80% student completion rate.
- Career simulations with 2.3x more engagement.
- Lesson plans & digital resources - made for educators, by educators.
- Hundreds of previously-unknown careers—and how to get there.
- Localized labor data
- District-aligned academic pathway & course planning features.

We believe that engagement is everything. Students learn best when they are enthusiastic about learning things that feel important to them and align with their personal goals .

We know there are as many different versions of success as there are students. But no matter what it looks like for each learner—a job, 4- or 2-year college, an apprenticeship—MajorClarity is built to empower each individual with the ability to flourish after graduation.



INSIGHTFUL USAGE METRICS

Our platform helps teachers, parents, counseling, and admin teams stay connected to their students:

- Caseload management
- Custom groups & messaging
- Student surveys, analytics, & reporting.

Activity & interest tracking helps districts identify not just what students are doing, but where they want their post-secondary journey to take them - and how they plan to get there.

AUTOMATED 4-YEAR PLANS

Manage & share student success plans with parents.

Track credit accumulation & course completion.

Align course selection with CTE state standards & district graduation requirements